

# EMILY LIM



## SUMMARY

Content designer and UX writer with 5+ years of experience writing copy in-house and at agencies. I'm passionate about writing to both long-time and new users of a product with fresh yet user friendly, on-brand writing in the tech, beauty, and fashion industries.

## PROFESSIONAL EXPERIENCE

### SKILLS

- UX Writing / Content Design
- Copywriting: Email, Product, E-Commerce, Advertising Campaigns, Social Media, SEO, Blog Posts
- Plain Language Writing
- User Empathy
- Content Strategy
- Wireframing: Figma, Canva
- User Research
- A/B Testing
- Information Architecture
- Proofreading
- Creative Production
- Microsoft Office
- Google Workspace
- Project Management Applications: Asana, Trello, Workfront, Wrike, Basecamp, Smartsheet

### TORRID

04/2021 - PRESENT

#### COPYWRITER

- Worked with product team and UX designers to update and improve microcopy on the website and in the app from a user-centered perspective
- Took initiative to write all the copy for the push notification & SMS channels with sends up to 20 times a week
- Streamlined and increased product copy output while maintaining a consistent brand voice
- Created a cohesive product copy style guide for other writers to adhere to
- Wrote and activated 50+ SKUs of product copy daily
- Onboarded and trained freelancers and contractors to set them up for success

### EXEMPLIS

03/2023 - PRESENT

#### COPYWRITER

- Clients: Timbuk2, Mavix, X-Chair, SitInIt
- Understood and adapted to the distinct brands' voices to maintain a consistent tone that the customer resonates with and understands
- Wrote and edited microcopy for the clients' e-commerce assets
- Wrote and proofread email, e-commerce, and social copy for multiple clients in the tech, outdoor apparel, and travel space
- Collaborated with the copywriting manager and stakeholders on themes and copy to use for overarching brand campaigns

### ANALOGFOLK

12/2022 - 2/2023

#### SENIOR COPYWRITER

- Client: L'Oreal
- Wrote and edited high-impact marketing copy for beauty launches, including website assets, emails, and product copy for Amazon, Sephora, and other pure players
- Created a cohesive copy deck for the product launch in the brand's voice for for the team to refer to for future assets
- Wrote website copy for client's website redesigns and brand voice updates, often with a quick delivery time
- Collaborated with graphic designers and account managers to deliver an exemplary product in line with the client's vision
- Created and presented decks of creative content to the client's stakeholders in biweekly review sessions

### FASHION NOVA

11/2019 - 11/2020

#### COPYWRITER

- Wrote, edited, proofread, and curated all written assets for the website and social media channels before publication as well as headlines, sub copy, and CTAs for digital campaigns and editorials
- Wrote and implemented sales-driven copy for emails, push notifications, ads, and other high earning sales channels
- Assisted creative producers with executing video concepts which often exceeded 1 million engagements per asset
- Wrote and edited search engine optimization copy for higher results in search and increased sales

## EDUCATION

### UNIVERSITY OF CALIFORNIA, RIVERSIDE, 2013 - 2018

Bachelor of Arts in Creative Writing

**UX Foundations: Content Strategy**, LinkedIn, May 2023

**Design Thinking: Implementing the Process**, LinkedIn, May 2023